

Post-Disaster Communications and Media Relations

If your diocese, congregation or organization is involved in disaster response, your community or local media may ask questions about what is happening and how people can help. This handout provides sample text and suggestions for how to tell your story effectively and focus your message.

Co-Branding with Episcopal Relief & Development:

- Episcopal Relief & Development works through dioceses to provide technical support and, when appropriate, funding for disaster response. If this is the case and you are publicizing the response, **please completely write out “Episcopal Relief & Development” each time** (no abbreviation), consider displaying the [logo](#) (white background) and use the following boilerplate paragraphs:
- For over 75 years, [Episcopal Relief & Development](#) has been working together with supporters and partners for lasting change around the world. Each year the organization facilitates healthier, more fulfilling lives for more than 3 million people struggling with hunger, poverty, disaster and disease. Inspired by Jesus’ words in Matthew 25, Episcopal Relief & Development leverages the expertise and resources of Anglican and other partners to deliver measurable and sustainable change in three signature program areas: Women, Children and Climate.
- Episcopal Relief & Development’s [US Disaster Program](#) works at home in areas affected by disasters. We offer resources and training to help communities prepare for disasters and provide emergency support so vulnerable people can make a full and sustained recovery. Our Church partners are an integral part of these communities; because of our ongoing relationships we are there before others arrive and stay with them long after the news cameras have gone.

Key Considerations:

- Diocesan Disaster Coordinator: This person acts as the liaison between the diocese and Episcopal Relief & Development. If your diocesan bishop has appointed one, they will be an excellent source of information.
- Donations: Congregations or dioceses may set up funds to collect donations for the response effort and issue appeals for cash or in-kind support. Episcopal Relief & Development does not allow earmarking for specific disasters except in major regional events, and never accepts in-kind donations. Always confirm with the church or

organization before publicizing an appeal. Check out this [article](#) on why cash donations are often the most helpful after a disaster.

- **Asset-Based Community Development:** All Episcopal Relief & Development programs are based on this methodology that catalyzes change by utilizing the existing gifts and capacities of people and their communities. Your church might have a feeding ministry or a homeless shelter that can be expanded, or members with experience in disaster response or construction who can serve as leaders.
- **Serving the Most Vulnerable:** Churches are well equipped to identify and care for people who might otherwise fall through the cracks of a larger response effort. Responding to a disaster can help churches realize and strengthen their ability to care for vulnerable people year-round.
- **Why Do We Do This?** Disaster recovery is a marathon, not a sprint. As Christians, we offer compassion, fellowship, hope and wholeness. The Church's call to disaster response can transform congregations and strengthen communities in the long-term.

Learn More:

- Episcopal Relief & Development's US Disaster Program offers [free downloadable resources](#) for disaster preparedness and response.

Stay in Touch:

- Want to share press clips or successes? Email communications@episcopalrelief.org
- Have questions about the US Disaster Program? Email usdisaster@episcopalrelief.org